

What is claimed is:

- 1 1. A method of handling a transaction, comprising:
2 receiving at a pricing terminal an indication of at least one product to be
3 included in the transaction;
4 allowing a customer to perform a pricing activity at the pricing terminal;
5 and
6 determining a pricing benefit for the transaction based on the pricing
7 activity.
- 1 2. The method of claim 1, wherein the indication of the at least one product
2 is received by scanning a bar code.
- 1 3. The method of claim 1, wherein the indication of the at least one product
2 is received by entry of alphanumeric data indicative of the at least one product.
- 1 4. The method of claim 1, wherein the product is available for sale from a
2 retailer, and the pricing activity includes at least one of entering into a
3 transaction with an entity other than the retailer and agreeing to enter into a
4 transaction with an entity other than the retailer.
- 1 5. The method of claim 1, wherein the pricing activity includes viewing
2 advertising material.
- 1 6. The method of claim 1, wherein the pricing activity includes responding
2 to a survey.
- 1 7. The method of claim 1, further comprising the step of communicating the
2 pricing benefit to a point of sale terminal.
- 1 8. The method of claim 1, further comprising the step of outputting a benefit
2 code that represents the determined pricing benefit.

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1 9. The method of claim 1, wherein the pricing benefit is a discount on the
2 transaction.

1 10. The method of claim 1, wherein the pricing benefit is a discount on the at
2 least one product.

1 11. A pricing terminal, comprising:
2 means for receiving an indication of at least one product to be included
3 in a transaction;
4 means for allowing a customer to perform a pricing activity; and
5 means for determining a pricing benefit for the transaction based on the
6 pricing activity.

1 12. The pricing terminal of claim 11, wherein the means for receiving
2 includes a bar code scanner.

1 13. The pricing terminal of claim 11, wherein the means for allowing includes
2 a display monitor and a keyboard, and a processor connected to the display
3 monitor and the keyboard, the processor being programmed to guide the
4 customer in performing the pricing activity.

1 14. The pricing terminal of claim 13, further comprising communication
2 means connected to the processor for transmitting information to an external
3 device.

1 15. The pricing terminal of claim 11, wherein the means for allowing includes
2 a touch screen.

1 16. A pricing terminal, comprising:
2 an enclosure including means for allowing a customer to be seated in
3 the enclosure,
4 a display screen mounted in the enclosure;

5 a keyboard; and
6 a processor operatively connected to the display screen and the
7 keyboard;
8 the processor being programmed to:
9 control the display screen;
10 receive input via the keyboard;
11 guide the customer to perform a pricing activity; and
12 determine a pricing benefit based on the pricing activity.

1 17. The pricing terminal of claim 16, further comprising entry means
2 operatively connected to the processor for entering data that identifies at least
3 one product to be included in a transaction.

1 18. The pricing terminal of claim 17, wherein the entry means includes a bar
2 code scanner.

1 19. The pricing terminal of claim 16 wherein the enclosure includes means
2 for storing products selected for purchase by the customer.

1 20. The pricing terminal of claim 16, wherein the enclosure includes an
2 entrance, and privacy means for selectively covering the entrance.

1 21. The pricing terminal of claim 16, further comprising communication
2 means operatively connected to the processor for transmitting data to a
3 external device.

1 22. The pricing terminal of claim 21, wherein the processor is programmed
2 to transmit via the communication means data indicative of the determined
3 pricing benefit.

1 23. The pricing terminal of claim 16, further comprising a printer operatively
2 connected to the processor.

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1 24. The pricing terminal of claim 23, wherein the processor is programmed
2 to cause the printer to print a benefit code indicative of the determined pricing
3 benefit.

1 25. The pricing terminal of claim 16, further comprising a magnetic stripe
2 card reader operatively connected to the processor.

1 26. The pricing terminal of claim 16, wherein the processor is programmed
2 to process a sales transaction based on data entered via the magnetic stripe
3 card reader.

1 27. A method of handling a transaction, comprising:
2 entering at a pricing terminal data indicative of at least one product
3 selected for the transaction;
4 performing a pricing activity at the pricing terminal; and
5 determining a pricing benefit for the transaction based on the pricing
6 activity.

1 28. A method of handling a transaction, comprising:
2 receiving at a pricing terminal an indication of at least one product to be
3 included in the transaction;
4 allowing a customer to perform a pricing activity at the pricing terminal;
5 and
6 determining a discounted price for the transaction based on the pricing
7 activity.

1 29. An article of manufacture comprising:
2 a computer usable medium having computer readable program code
3 means embodied therein for handling a transaction, the computer readable
4 program code means in said article of manufacture comprising:
5 computer readable program code means for receiving at a pricing
6 terminal an indication of at least one product to be included in a transaction;

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- 7 computer readable program code means for allowing a customer to
8 perform a pricing activity at the pricing terminal; and
9 computer readable program code means for determining a pricing
10 benefit for the transaction based on the pricing activity.

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